

1996–1997

Business Starts Record

A comparative statistical analysis
of geographic and industry trends in
business starts in the United States



The Dun & Bradstreet Corporation

The Business Starts Record

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The Dun & Bradstreet Corporation
One Diamond Hill Road
Murray Hill, NJ 07974-1218

Editor
Neil DiBernardo
Assistant Manager—Public Relations
The Dun & Bradstreet Corporation
One Diamond Hill Road
Murray Hill, NJ 07974-1218
908.665.5505

Advisors
Joseph W. Duncan
Chief Economic Advisor
The Dun & Bradstreet Corporation

David A. Malinski
Director—Database Systems
Economic Analysis Department
The Dun & Bradstreet Corporation
220 East 42nd Street, 9th Floor
New York, NY 10017-4717

Judith A. Webb
Administrative Manager
Economic Analysis Department

Required Reading

Dun & Bradstreet's statistical series on business starts was revised in 1985. In the new series, a new entry to D&B's commercial credit information database is also defined as a business start for the current year if it reports a birth date within the most recent three calendar years. Entry to the D&B file generally coincides with the point at which a business begins to compete actively in the marketplace. Under the previous starts series, businesses were defined as starts only if they entered the D&B file in the same year as their reported birth date. The new series provides a significantly more accurate picture of the level of entrepreneurial activity. Data prior to 1985 are not comparable with the current series.

Every year thousands of firms are started and many either fail or discontinue, while others transfer ownership or control. Each business day, over 700,000 changes are made to the Dun & Bradstreet database of over 11 million businesses at the National Business Information Center. New names are added and closed businesses are deleted, names altered, and financial information revised. This is all evidence of the dynamic change and turnover constantly taking place in the business population.

Definitions

Business Starts

Dun & Bradstreet's business starts series consists of newly opened active establishments. It does not include changes in ownership of previously operating businesses, mergers or changes in the business name, location or legal type. All industries in the U.S. are represented in Dun & Bradstreet's business starts coverage.

Employment

The *Business Starts Record* also reports on employment gains associated with new business starts. It should be noted that reliable information on number of employees is available for only a small sample of the new business starts. (More detailed data become available after firms have been subject to more analysis in the D&B database.) Hence, the data on employment are only an indicator of change from year to year.

Thirteen-Week Moving Average

The thirteen-week moving average represents the average level of starts for a period of approximately one quarter ending with the current week. The average presents a better measure of the trend in new business activity by eliminating the volatility often associated with monthly or weekly comparisons of data.

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Summary Analysis

The Dun & Bradstreet *Business Starts Record* provides the most comprehensive information currently available on U.S. entrepreneurial activity from any source – public or private. This statistical series provides data on commercially important new business starts by industry and region. It also includes preliminary information on the number of workers employed by new companies. The series is unique in that it is based on true competitive activity in the marketplace, rather than state legal filings to record new incorporations, which may not indicate the birth of an active business enterprise. Dun & Bradstreet tracks business starts by tabulating new entries into the company's credit database of more than 11 million U.S. businesses, and considers a business to be new if it reports a birth date within the most recent three calendar years. (Businesses often start up before they become active as a buyer or seller.)

Dun & Bradstreet resumed publication of business starts data in early 1997 with the publication of *A Decade of Business Starts*, which covers the years 1985 through 1995. This publication serves as a resource for businesses, economists, journalists and others, providing detailed information to measure regional and industrial trends in business starts and employment over the last decade. At the same time the *Business Starts Record* covering 1996 also appeared. The *Business Starts Record* now appears on an annual basis.

During 1997 the number of business starts recorded by Dun & Bradstreet decreased 2.2 percent to a level of 166,740 new firms. It should be stressed that these firms were real new businesses engaged in buying goods and services as well as offering their own output in the marketplace. It is well known that many people have ideas for new businesses, many businesses are started as a minor part-time activity, and others never move beyond the initial filing of incorporation or other legal papers. Business starts, as measured by Dun & Bradstreet, are based upon new firms added to the D&B business files because the entities are trying to sell products and services or they are seeking commercial credit.

The number of firms that could not be classified by industry again declined significantly in 1997 as new firms continued to provide more useful information about their activities.

On a regional basis, the most notable growth in new business starts occurred in the East South Central and South Atlantic regions. The New England region had the largest percentage decline.

This report also provides data on employment gains associated with new business starts. It should be noted that reliable information on number of employees is available for only a small sample of the new business starts. (More detailed data becomes available after firms have been subject to more analysis in the D&B database.) Hence, the data on employment should only be used as an indicator of year-to-year change in employment growth from new businesses. In 1997, only 4.6 percent of the firms had more than 20 employees, but this is up from the 4.0 percent reported in 1996. For the 11 million businesses in the entire D&B U.S. database, it is typical that 95 percent of the businesses report 20 or fewer employees.

Dun & Bradstreet monitors the number of business starts on a weekly basis, and publishes starts data in a regular series of weekly, monthly, quarterly and annual reports. These reports represent one of the few statistical resources that track economic developments on a regional and industrial basis throughout the nation.

In addition to its business starts series, Dun & Bradstreet has maintained a statistical series on business failures since the 1920s. These data are published weekly, monthly, quarterly and annually, and are also useful for evaluating economic trends at both national and local levels. It should be noted that data on business starts cannot be compared with data on business failures in an effort to arrive at a "net" business formation indicator. Most firms that leave the economy do so as voluntary dissolutions, not as business failures with outstanding liabilities that have secondary impacts on their suppliers and customers, and these are not included among Dun & Bradstreet's business failures data.

Business Starts by Industry Sector, Region, and Employment Size Class

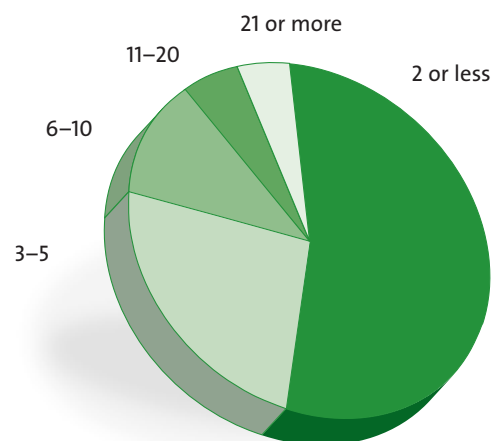
	Firms			Employees		
	1996	1997	% Change	1996	1997	% Change
U.S. Business Starts by Industry Sector						
Agriculture, forestry, & fishing	2,295	2,275	-0.9%	7,794	10,001	28.3%
Mining	589	655	11.2%	4,697	4,248	-9.6%
Construction	18,624	18,513	-0.6%	64,478	82,336	27.7%
Manufacturing	12,908	13,144	1.8%	108,644	125,007	15.1%
Transportation & public utilities	7,993	8,741	9.4%	50,072	59,144	18.1%
Wholesale trade	16,019	15,780	-1.5%	69,001	73,281	6.2%
Retail trade	38,407	36,377	-5.3%	200,354	211,007	5.3%
Finance, insurance & real estate	11,222	12,198	8.7%	61,185	70,982	16.0%
Services	50,077	50,253	0.4%	278,292	299,137	7.5%
Unclassifiable establishments	12,341	8,804	-28.7%	2,456	4,167	69.7%
Total	170,475	166,740	-2.2%	846,973	939,310	10.9%

U.S. Business Starts by Region						
New England	8,960	7,979	-10.9%	45,936	45,272	-1.4%
Middle Atlantic	30,137	28,381	-5.8%	130,404	141,817	8.8%
East North Central	23,280	21,971	-5.6%	111,205	131,097	17.9%
West North Central	8,390	8,268	-1.5%	46,775	54,003	15.5%
South Atlantic	32,142	34,307	6.7%	160,654	186,690	16.2%
East South Central	7,994	8,749	9.4%	43,063	50,940	18.3%
West South Central	17,240	16,569	-3.9%	97,423	103,766	6.5%
Mountain	12,262	11,996	-2.2%	60,575	68,244	12.7%
Pacific	30,070	28,520	-5.2%	150,938	157,481	4.3%
Total	170,475	166,740	-2.2%	846,973	939,310	10.9%

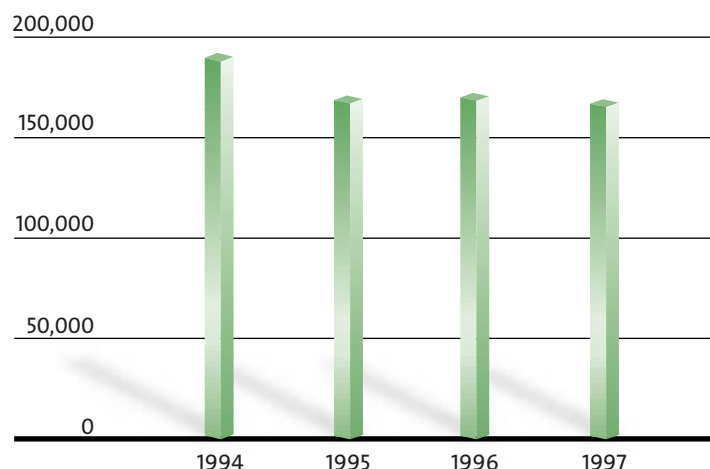
Business Starts Distribution by Employment Size

	1996		1997	
	Firms	Percent	Firms	Percent
Employees				
2 or less	98,671	57.9%	89,927	53.9%
3 to 5	38,129	22.4%	40,304	24.2%
6 to 10	18,135	10.6%	19,393	11.6%
11 to 20	8,727	5.1%	9,402	5.6%
21 or more	6,813	4.0%	7,714	4.6%
Total	170,475	100.0%	166,740	100.0%

1997 Business Starts Distribution by Employment Size



1994-1997 Yearly Business Starts



Business Starts by 50 Largest Cities

	1996		1997		%Change	
	Firms	Employees	Firms	Employees	Firms	Employees
New York, NY*	6,312	30,358	6,099	31,601	-3.4%	4.1%
Chicago, IL	1,660	7,446	1,584	10,135	-4.6%	36.1%
Los Angeles, CA	2,253	12,059	2,042	11,297	-9.4%	-6.3%
Philadelphia, PA	714	3,225	679	3,994	-4.9%	23.8%
Houston, TX	2,594	14,722	2,142	13,882	-17.4%	-5.7%
Detroit, MI	403	2,195	372	2,655	-7.7%	21.0%
Dallas, TX	1,383	9,836	1,241	9,380	-10.3%	-4.6%
San Diego, CA	998	5,876	984	5,981	-1.4%	1.8%
Phoenix, AZ	954	5,722	925	7,307	-3.0%	27.7%
Baltimore, MD	676	3,825	685	4,164	1.3%	8.9%
San Antonio, TX	683	4,494	726	4,814	6.3%	7.1%
Indianapolis, IN	646	3,659	651	4,708	0.8%	28.7%
San Francisco, CA	881	4,689	910	5,592	3.3%	19.3%
Memphis, TN	377	2,551	458	2,944	21.5%	15.4%
Washington, DC	595	2,757	696	3,457	17.0%	25.4%
Milwaukee, WI	398	2,265	349	2,074	-12.3%	-8.4%
San Jose, CA	624	3,025	574	3,955	-8.0%	30.7%
Cleveland, OH	780	4,150	732	4,465	-6.2%	7.6%
Columbus, OH	510	3,001	502	2,907	-1.6%	-3.1%
Boston, MA	546	3,500	429	4,049	-21.4%	15.7%
New Orleans, LA	252	1,548	245	1,724	-2.8%	11.4%
Jacksonville, FL	477	2,035	550	2,976	15.3%	46.2%
Seattle, WA	577	2,995	545	3,481	-5.5%	16.2%
Denver, CO	761	5,081	768	4,807	0.9%	-5.4%
Nashville, TN	458	2,440	429	2,754	-6.3%	12.9%
St. Louis, MO	581	3,438	505	3,267	-13.1%	-5.0%
Kansas City, MO	318	1,943	313	2,082	-1.6%	7.2%
El Paso, TX	290	1,425	325	1,908	12.1%	33.9%
Atlanta, GA	1,272	8,003	1,072	7,519	-15.7%	-6.0%
Pittsburgh, PA	597	3,447	505	3,430	-15.4%	-0.5%
Oklahoma City, OK	375	2,532	359	2,272	-4.3%	-10.3%
Cincinnati, OH	545	3,067	581	3,661	6.6%	19.4%
Fort Worth, TX	379	2,151	441	3,595	16.4%	67.1%
Minneapolis, MN	679	3,586	716	5,271	5.4%	47.0%
Portland, OR	498	3,337	444	2,932	-10.8%	-12.1%
Honolulu, HI	294	1,733	371	2,409	26.2%	39.0%
Long Beach, CA	277	1,353	217	1,557	-21.7%	15.1%
Tulsa, OK	302	1,807	295	1,956	-2.3%	8.2%
Buffalo, NY	226	1,147	207	1,206	-8.4%	5.1%
Toledo, OH	166	1,093	128	1,080	-22.9%	-1.2%
Miami, FL	2,198	9,997	2,310	10,491	5.1%	4.9%
Austin, TX	650	4,740	650	4,392	0.0%	-7.3%
Oakland, CA	240	1,436	212	1,513	-11.7%	5.4%
Albuquerque, NM	398	2,020	361	1,763	-9.3%	-12.7%
Tucson, AZ	447	2,242	386	2,507	-13.6%	11.8%
Newark, NJ	198	1,081	187	778	-5.6%	-28.0%
Charlotte, NC	551	2,815	605	3,301	9.8%	17.3%
Omaha, NE	277	1,323	240	1,730	-13.4%	30.8%
Louisville, KY	422	2,547	484	3,364	14.7%	32.1%
Birmingham, AL	431	2,899	433	2,799	0.5%	-3.4%
Total 50 Cities	39,123	214,616	37,664	231,886	-3.7%	8.0%
Balance of country	131,352	632,357	129,076	707,424	-1.7%	11.9%
Total United States	170,475	846,973	166,740	939,310	-2.2%	10.9%

Includes data for city limits, not metropolitan area.

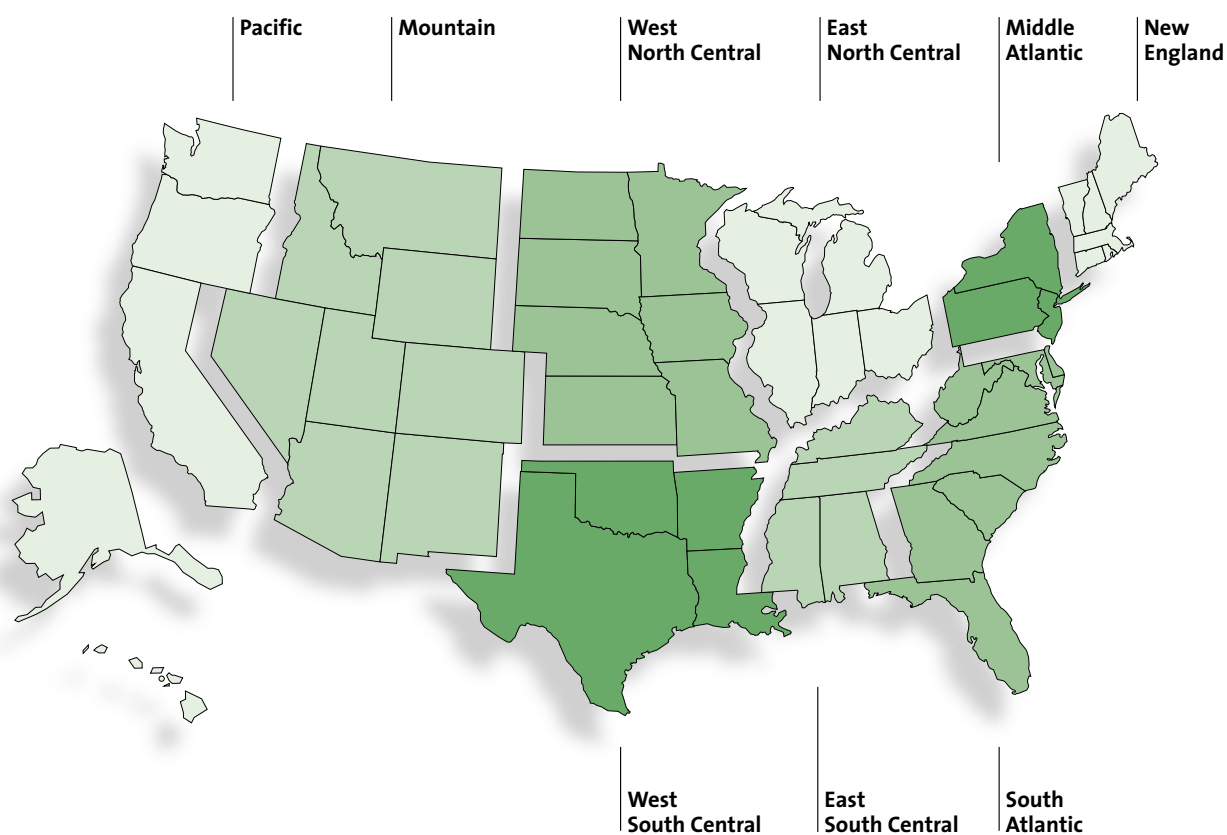
*All boroughs included.

Business Starts by States and Regions

	1996		1997		% Change	
	Firms	Employees	Firms	Employees	Firms	Employees
New England	8,960	45,936	7,979	45,272	-10.9%	-1.4%
Maine	712	3,131	570	3,231	-19.9%	3.2%
New Hampshire	852	4,079	718	3,772	-15.7%	-7.5%
Vermont	278	1,586	291	1,874	4.7%	18.2%
Massachusetts	4,351	22,480	3,766	22,241	-13.4%	-1.1%
Connecticut	2,207	12,219	2,123	11,579	-3.8%	-5.2%
Rhode Island	560	2,441	511	2,575	-8.8%	5.5%
Middle Atlantic	30,137	130,404	28,381	141,817	-5.8%	8.8%
New York	15,174	67,314	14,450	72,856	-4.8%	8.2%
New Jersey	7,911	32,403	7,481	34,023	-5.4%	5.0%
Pennsylvania	7,052	30,687	6,450	34,938	-8.5%	13.9%
East North Central	23,280	111,205	21,971	131,097	-5.6%	17.9%
Ohio	5,468	28,875	5,122	30,427	-6.3%	5.4%
Indiana	2,955	13,778	2,928	17,636	-0.9%	28.0%
Illinois	6,860	32,226	6,525	39,040	-4.9%	21.1%
Michigan	5,489	23,416	4,881	28,777	-11.1%	22.9%
Wisconsin	2,508	12,910	2,515	15,217	0.3%	17.9%
West North Central	8,390	46,775	8,268	54,003	-1.5%	15.5%
Minnesota	2,286	12,632	2,336	14,974	2.2%	18.5%
Iowa	1,087	6,795	1,199	8,155	10.3%	20.0%
Missouri	2,502	13,102	2,435	14,857	-2.7%	13.4%
North Dakota	233	1,448	255	1,924	9.4%	32.9%
South Dakota	307	1,955	286	1,811	-6.8%	-7.4%
Nebraska	725	3,848	648	4,402	-10.6%	14.4%
Kansas	1,250	6,995	1,109	7,880	-11.3%	12.7%
South Atlantic	32,142	160,654	34,307	186,690	6.7%	16.2%
Maryland	3,310	15,668	3,668	18,534	10.8%	18.3%
Delaware	534	2,675	602	2,661	12.7%	-0.5%
District of Columbia	595	2,757	696	3,457	17.0%	25.4%
Virginia	3,591	18,557	3,779	21,852	5.2%	17.8%
West Virginia	569	2,682	555	4,239	-2.5%	58.1%
North Carolina	4,007	19,504	4,578	25,464	14.3%	30.6%
South Carolina	1,903	10,175	2,014	11,236	5.8%	10.4%
Georgia	5,334	28,627	5,383	29,859	0.9%	4.3%
Florida	12,299	60,009	13,032	69,388	6.0%	15.6%
East South Central	7,994	43,063	8,749	50,940	9.4%	18.3%
Kentucky	1,725	9,446	1,859	10,761	7.8%	13.9%
Tennessee	3,055	16,772	3,239	20,137	6.0%	20.1%
Alabama	2,138	11,140	2,480	13,383	16.0%	20.1%
Mississippi	1,076	5,705	1,171	6,659	8.8%	16.7%
West South Central	17,240	97,423	16,569	103,766	-3.9%	6.5%
Arkansas	1,258	5,801	1,183	6,928	-6.0%	19.4%
Oklahoma	1,543	8,999	1,499	8,685	-2.9%	-3.5%
Louisiana	2,110	11,890	2,028	13,692	-3.9%	15.2%
Texas	12,329	70,733	11,859	74,461	-3.8%	5.3%

	1996		1997		% Change	
	Firms	Employees	Firms	Employees	Firms	Employees
Mountain	112,262	60,575	11,996	68,244	-2.2%	12.7%
Montana	397	1,510	419	2,136	5.5%	41.5%
Idaho	789	3,372	784	3,689	-0.6%	9.4%
Wyoming	281	1,087	247	1,249	-12.1%	14.9%
Colorado	3,424	16,892	3,276	17,575	-4.3%	4.0%
New Mexico	952	4,308	961	5,156	0.9%	19.7%
Arizona	3,362	17,460	3,110	20,146	-7.5%	15.4%
Utah	1,523	7,940	1,527	8,672	0.3%	9.2%
Nevada	1,534	8,006	1,672	9,621	9.0%	20.2%
Pacific	30,070	150,938	28,520	157,481	-5.2%	4.3%
Alaska	235	1,303	267	1,503	13.6%	15.3%
Hawaii	618	3,470	696	3,987	12.6%	14.9%
Washington	3,165	16,170	3,223	16,961	1.8%	4.9%
Oregon	2,065	10,097	1,837	9,355	-11.0%	-7.3%
California	23,987	119,898	22,497	125,675	-6.2%	4.8%
Total States and Regions	170,475	846,973	166,740	939,310	-2.2%	10.9%

States and Regions



Business Starts by Industry

	1996		1997		% Change	
	Firms	Employees	Firms	Employees	Firms	Employees
Agriculture, Forestry & Fishing						
Agricultural production-crops	460	1,298	420	1,864	-8.7%	43.6%
Agricultural production-livestock	236	853	231	1,441	-2.1%	68.9%
Agricultural services	1,508	5,199	1,511	6,281	0.2%	20.8%
Forestry	55	259	56	292	1.8%	12.7%
Fishing, hunting & trapping	36	185	57	123	58.3%	-33.5%
Total Agriculture, Forestry & Fishing	2,295	7,794	2,275	10,001	-0.9%	28.3%
Mining						
Metal mining	29	786	24	180	-17.2%	-77.1%
Coal mining	54	786	51	772	-5.6%	-1.8%
Oil & gas extraction	455	2,785	512	2,697	12.5%	-3.2%
Nonmetallic mineral mining, except fuel	51	340	68	599	33.3%	76.2%
Total Mining	589	4,697	655	4,248	11.2%	-9.6%
Construction						
General building contractors	67,369	21,528	6,982	26,074	-5.3%	21.1%
Heavy construction, except buildings	946	5,639	984	7,872	4.0%	39.6%
Special trade contractors	10,309	37,311	10,547	48,390	2.3%	29.7%
Total Construction	18,624	64,478	18,513	82,336	-0.6%	27.7%
Manufacturing						
Food & kindred products	692	7,496	684	7,928	-1.2%	5.8%
Tobacco products	9	131	30	263	233.3%	100.8%
Textile mill products	290	3,206	308	3,056	6.2%	-4.7%
Apparel & other textile products	934	6,907	851	7,387	-8.9%	6.9%
Lumber & wood products	743	5,666	735	6,504	-1.1%	14.8%
Furniture & fixtures	432	3,346	454	4,342	5.1%	29.8%
Paper & allied products	188	1,912	193	2,083	2.7%	8.9%
Printing & publishing	1,808	10,557	1,692	11,182	-6.4%	5.9%
Chemicals & allied products	548	5,670	585	6,635	6.8%	17.0%
Petroleum & coal products	62	531	66	585	6.5%	10.2%
Rubber & misc. plastic products	565	7,408	550	7,166	-2.7%	-3.3%
Leather & leather products	59	393	80	1,180	35.6%	200.3%
Stone, clay & glass products	342	2,594	384	4,264	12.3%	64.4%
Primary metal industries	248	3,606	252	3,240	1.6%	-10.1%
Fabricated metal products	1,097	10,027	1,173	12,540	6.9%	25.1%
Industrial machinery & equipment	2,096	15,986	2,114	17,618	0.9%	10.2%
Electronic & other electric equipment	976	9,388	913	9,882	-6.5%	5.3%
Transportation equipment	404	4,044	469	6,638	16.1%	64.1%
Instruments & related products	518	4,894	650	6,482	25.5%	32.4%
Misc. manufacturing industries	897	4,882	961	6,032	7.1%	23.6%
Total Manufacturing	12,908	108,644	13,144	125,007	1.8%	15.1%

	1996		1997		% Change	
	Firms	Employees	Firms	Employees	Firms	Employees
Transportation & Public Utilities						
Railroad transportation	17	297	19	156	11.8%	-47.5%
Local & interurban passenger transportation	571	4,442	544	4,183	-4.7%	-5.8%
Trucking & warehousing	3,007	15,878	2,980	16,597	-0.9%	4.5%
Water transportation	195	1,303	201	1,815	3.1%	39.3%
Air transportation	262	2,453	313	2,323	19.5%	-5.3%
Pipelines, except natural gas	8	42	11	72	37.5%	71.4%
Transportation services	1,554	7,180	1,641	8,076	5.6%	12.5%
Communications	1,624	11,961	2,252	18,337	38.7%	53.3%
Electric, gas & sanitary services	755	6,516	780	7,585	3.3%	16.4%
Total Transportation & Public Utilities	7,993	50,072	8,741	59,144	9.4%	18.1%
Wholesale Trade						
Durable Goods						
Motor vehicles, parts & supplies	784	3,314	737	3,813	-6.0%	15.1%
Furniture & home furnishings	661	2,590	589	2,821	-10.9%	8.9%
Lumber & construction materials	888	3,659	829	4,579	-6.6%	25.1%
Professional & commercial equipment	2,319	10,786	2,307	11,170	-0.5%	3.6%
Metals & minerals, except petroleum	278	1,169	285	1,455	2.5%	24.5%
Electrical goods	1,308	5,756	1,330	6,835	1.7%	18.7%
Hardware, plumbing & heating equipment	504	2,141	490	2,267	-2.8%	5.9%
Machinery, equipment & supplies	2,381	9,151	2,459	9,785	3.3%	6.9%
Miscellaneous durable goods	1,119	4,816	1,088	4,303	-2.8%	-10.7%
Total Durable Goods	10,242	43,382	10,114	47,028	-1.2%	8.4%
Nondurable Goods						
Paper & paper products	392	1,441	388	1,429	-1.0%	-0.8%
Drugs, proprietaries & sundries	360	1,817	345	1,656	-4.2%	-8.9%
Apparel, piece goods & notions	1,078	4,992	1,000	4,568	-7.2%	-8.5%
Groceries & related products	1,532	7,721	1,472	6,945	-3.9%	-10.1%
Farm-product raw materials	94	545	83	523	-11.7%	-4.0%
Chemicals & allied products	401	1,367	354	1,422	-11.7%	4.0%
Petroleum & petroleum products	201	910	202	1,614	0.5%	77.4%
Beer, wine & distilled beverages	72	592	93	438	29.2%	-26.0%
Miscellaneous nondurable goods	1,647	6,234	1,729	7,658	5.0%	22.8%
Total Nondurable Goods	5,777	25,619	5,666	26,253	-1.9%	2.5%
Total Wholesale Trade	16,019	69,001	15,780	73,281	-1.5%	6.2%

	1996		1997		% Change	
	Firms	Employees	Firms	Employees	Firms	Employees
Retail Trade						
Building materials & garden supplies	1,888	6,454	1,935	7,909	2.5%	22.5%
General merchandise stores	583	2,171	579	2,564	-0.7%	18.1%
Food stores	3,405	19,758	3,091	20,031	-9.2%	1.4%
Automotive dealers & service stations	3,786	19,492	3,952	25,635	4.4%	31.5%
Apparel & accessory stores	3,804	10,829	3,464	10,042	-8.9%	-7.3%
Furniture & home furnishing stores	5,572	18,582	5,220	17,685	-6.3%	-4.8%
Eating & drinking places	9,144	91,566	7,822	93,704	-14.5%	2.3%
Miscellaneous Retail Trade						
Drug & proprietary stores	400	1,521	376	1,740	-6.0%	14.4%
Liquor stores	341	1,108	278	981	-18.5%	-11.5%
Used merchandise stores	609	1,361	576	1,574	-5.4%	15.7%
Sporting goods & bicycle shops	1,432	4,192	1,372	3,998	-4.2%	-4.6%
Book stores	390	1,174	379	1,278	-2.8%	8.9%
Stationery stores	193	641	225	636	16.6%	-0.8%
Jewelry stores	491	1,189	498	1,340	1.4%	12.7%
Hobby, toy & game shops	396	1,087	373	1,154	-5.8%	6.2%
Camera & photographic supply stores	51	178	43	135	-15.7%	-24.2%
Gift, novelty & souvenir shops	1,709	4,524	1,689	4,766	-1.2%	5.3%
Luggage & leather goods stores	46	106	37	91	-19.6%	-14.2%
Sewing, needlework & piece goods	125	237	146	416	16.8%	75.5%
Nonstore retailers	837	3,364	902	3,262	7.8%	-3.0%
Fuel dealers	129	439	124	436	-3.9%	-0.7%
Other retail stores	3,076	10,381	3,296	11,630	7.2%	12.0%
Total Miscellaneous Retail Trade	10,225	31,502	10,314	33,437	0.9%	6.1%
Total Retail Trade	38,407	200,354	36,377	211,007	-5.3%	5.3%
Finance, Insurance & Real Estate						
Depository institutions	330	4,788	352	7,190	6.7%	50.2%
Nondepository institutions	2,608	14,141	3,355	16,438	28.6%	16.2%
Security & commodity brokers	912	4,954	1,031	6,781	13.0%	36.9%
Insurance carriers	226	2,456	227	3,449	0.4%	40.4%
Insurance agents, brokers & service	1,289	5,360	1,311	6,987	1.7%	30.4%
Real estate	4,926	19,221	4,980	21,924	1.1%	14.1%
Holding & other investment offices	931	10,265	942	8,213	1.2%	-20.0%
Total Finance, Insurance & Real Estate	11,222	61,185	12,198	70,982	8.7%	16.0%

	1996		1997		% Change	
	Firms	Employees	Firms	Employees	Firms	Employees
Services						
Hotels & other lodging places	1,235	15,452	1,263	16,815	2.3%	8.8%
Personal Services						
Laundry, cleaning & garment services	899	3,328	763	3,076	-15.1%	-7.6%
Photographic studios, portrait	165	477	167	402	1.2%	-15.7%
Beauty shops	964	3,342	933	3,485	-3.2%	4.3%
Barber shops	78	237	65	112	-16.7%	-52.7%
Shoe repair & shoeshine parlors	38	49	43	71	13.2%	44.9%
Funeral services & crematories	82	361	95	381	15.9%	5.5%
Miscellaneous personal services	702	2,712	727	2,681	3.6%	-1.1%
Total Personal Services	2,928	10,506	2,793	10,208	-4.6%	-2.8%
Business Services						
Advertising	955	4,639	896	4,366	-6.2%	-5.9%
Credit reporting & collection	199	1,477	175	1,194	-12.1%	-19.2%
Mail, reproduction & steno services	1,277	4,470	1,322	5,586	3.5%	25.0%
Services to buildings	986	6,395	903	5,729	-8.4%	-10.4%
Misc. equipment rental & leasing	830	3,685	831	3,824	0.1%	3.8%
Personnel supply services	1,036	10,433	1,002	11,506	-3.3%	10.3%
Computer & data processing services	4,995	31,212	5,199	34,186	4.1%	9.5%
Miscellaneous business services	5,860	23,931	5,756	27,631	-1.8%	15.5%
Total Business Services	16,138	86,242	16,084	94,022	-0.3%	9.0%
Miscellaneous Services						
Automotive repair, services & parking	4,065	14,280	3,927	15,252	-3.4%	6.8%
Miscellaneous repair services	2,278	6,873	2,358	7,879	3.5%	14.6%
Motion pictures	1,012	6,126	967	6,468	-4.4%	5.6%
Amusement & recreation services	2,083	15,778	1,983	15,328	-4.8%	-2.9%
Health services	5,154	43,884	4,980	45,442	-3.4%	3.6%
Legal services	2,176	9,078	1,986	8,877	-8.7%	-2.2%
Educational services	682	10,501	679	10,813	-0.4%	3.0%
Social services	1,116	9,239	1,107	9,589	-0.8%	3.8%
Museums, botanical & zoological gardens	78	260	83	316	6.4%	21.5%
Membership organizations	1,256	4,354	1,218	5,488	-3.0%	26.0%
Engineering & architectural services	1,521	7,846	1,506	8,852	-1.0%	12.8%
Accounting, auditing & bookkeeping	851	3,079	762	3,836	-10.5%	24.6%
Research & testing services	768	5,132	919	5,839	19.7%	13.8%
Management & public relations	6,557	29,193	7,436	33,407	13.4%	14.4%
Other services	179	469	202	706	12.8%	50.5%
Total Miscellaneous Services	29,776	166,092	30,113	178,092	1.1%	7.2%
Total Services	50,077	278,292	50,253	299,137	0.4%	7.5%
Total Public Administration	245	2,456	255	4,167	4.1%	69.7%
Nonclassifiable establishments	12,096	0	8,549	0	-29.3%	0.0%
Total United States	170,475	846,973	166,740	939,310	-2.2%	10.9%

Business Starts by Industry Sector by State and Region

	Agriculture, forestry & fishing	Mining	Construction	Manufacturing	Transportation & public utilities	Wholesale trade	Retail trade	Finance, insurance & real estate	Services	Unclassifiable establishments	Total
New England Region											
Maine											
1996	14	1	80	62	31	46	186	41	208	43	712
1997	12	1	41	55	21	40	178	29	185	8	570
% Change	-14.3%	0.0%	-48.8%	-11.3%	-32.3%	-13.0%	-4.3%	-29.3%	-11.1%	-81.4%	-19.9%
New Hampshire											
1996	11	0	63	86	40	83	221	34	258	56	852
1997	14	0	64	70	35	60	175	42	242	16	718
% Change	27.3%	—	1.6%	-18.6%	-12.5%	-27.7%	-20.8%	23.5%	-6.2%	-71.4%	-15.7%
Vermont											
1996	6	0	22	42	10	24	75	14	63	22	278
1997	6	1	32	35	14	24	84	7	77	11	291
% Change	0.0%	—	45.5%	-16.7%	40.0%	0.0%	12.0%	-50.0%	22.2%	-50.0%	4.7%
Massachusetts											
1996	45	0	369	330	174	332	881	261	1,504	455	4,351
1997	32	2	366	333	183	296	767	305	1,272	210	3,766
% Change	-28.9%	—	-0.8%	0.9%	5.2%	-10.8%	-12.9%	16.9%	-15.4%	-53.8%	-13.4%
Connecticut											
1996	29	0	203	177	87	173	555	188	591	204	2,207
1997	31	1	198	151	80	135	510	167	682	168	2,123
% Change	6.9%	—	-2.5%	-14.7%	-8.0%	-22.0%	-8.1%	-11.2%	15.4%	-17.6%	-3.8%
Rhode Island											
1996	7	1	49	54	26	46	164	31	127	55	560
1997	6	0	46	58	27	39	119	31	148	37	511
% Change	-14.3%	-100.0%	-6.1%	7.4%	3.8%	-15.2%	-27.4%	0.0%	16.5%	-32.7%	-8.8%
Total New England											
1996	112	2	786	751	368	704	2,082	569	2,751	835	8,960
1997	101	5	747	702	360	594	1,833	581	2,606	450	7,979
% Change	-9.8%	150.0%	-5.0%	-6.5%	-2.2%	-15.6%	-12.0%	2.1%	-5.3%	-46.1%	-10.9%

	Agriculture, forestry & fishing	Mining	Construction	Manufacturing	Transportation & public utilities	Wholesale trade	Retail trade	Finance, insurance & real estate	Services	Unclassifiable establishments	Total
Middle Atlantic Region											
New York											
1996	107	3	1,254	1,005	731	1,571	3,738	1,079	4,105	1,581	15,174
1997	120	6	1,329	910	725	1,484	3,508	1,288	4,175	905	14,450
% Change	12.1%	100.0%	6.0%	-9.5%	-0.8%	-5.5%	-6.2%	19.4%	1.7%	-42.8%	-4.8%
New Jersey											
1996	80	4	805	432	413	699	1,718	485	2,390	885	7,911
1997	94	4	879	429	434	738	1,547	439	2,260	657	7,481
% Change	17.5%	0.0%	9.2%	-0.7%	5.1%	5.6%	-10.0%	-9.5%	-5.4%	-25.8%	-5.4%
Pennsylvania											
1996	95	13	1,103	481	250	481	1,689	422	1,945	573	7,052
1997	104	17	952	473	260	498	1,486	427	1,819	414	6,450
% Change	9.5%	30.8%	-13.7%	-1.7%	4.0%	3.5%	-12.0%	1.2%	-6.5%	-27.7%	-8.5%
Total Middle Atlantic											
1996	282	20	3,162	1,918	1,394	2,751	7,145	1,986	8,440	3,039	30,137
1997	318	27	3,160	1,812	1,419	2,720	6,541	2,154	8,254	1,976	28,381
% Change	12.8%	35.0%	-0.1%	-5.5%	1.8%	-1.1%	-8.5%	8.5%	-2.2%	-35.0%	-5.8%
East North Central Region											
Ohio											
1996	80	4	723	477	247	461	1,169	402	1,552	353	5,468
1997	77	3	635	493	268	425	1,066	360	1,464	331	5,122
% Change	-3.8%	-25.0%	-12.2%	3.4%	8.5%	-7.8%	-8.8%	-10.4%	-5.7%	-6.2%	-6.3%
Indiana											
1996	51	3	410	263	138	215	675	231	824	145	2,955
1997	43	3	397	304	150	250	584	272	805	120	2,928
% Change	-15.7%	0.0%	-3.2%	15.6%	8.7%	16.3%	-13.5%	17.7%	-2.3%	-17.2%	-0.9%
Illinois											
1996	99	7	795	527	298	628	1,457	418	2,144	487	6,860
1997	67	11	706	482	376	647	1,388	469	2,022	357	6,525
% Change	-32.3%	57.1%	-11.2%	-8.5%	26.2%	3.0%	-4.7%	12.2%	-5.7%	-26.7%	-4.9%
Michigan											
1996	79	9	752	549	234	422	1,099	312	1,550	483	5,489
1997	84	13	606	539	270	411	1,085	289	1,397	187	4,881
% Change	6.3%	44.4%	-19.4%	-1.8%	15.4%	-2.6%	-1.3%	-7.4%	-9.9%	-61.3%	-11.1%
Wisconsin											
1996	50	2	287	300	122	171	518	142	620	296	2,508
1997	60	1	317	296	152	165	597	145	678	104	2,515
% Change	20.0%	-50.0%	10.5%	-1.3%	24.6%	-3.5%	15.3%	2.1%	9.4%	-64.9%	0.3%
Total East North Central											
1996	359	25	2,967	2,116	1,039	1,897	4,918	1,505	6,690	1,764	23,280
1997	331	31	2,661	2,114	1,216	1,898	4,720	1,535	6,366	1,099	21,971
% Change	-7.8%	24.0%	-10.3%	-0.1%	17.0%	0.1%	-4.0%	2.0%	-4.8%	-37.7%	-5.6%

	Agriculture, forestry & fishing	Mining	Construction	Manufacturing	Transportation & public utilities	Wholesale trade	Retail trade	Finance, insurance & real estate	Services	Unclassifiable establishments	Total
West North Central Region											
Minnesota											
1996	36	1	240	265	109	243	491	160	702	39	2,286
1997	42	0	228	288	117	237	479	170	753	22	2,336
% Change	16.7%	-100.0%	-5.0%	8.7%	7.3%	-2.5%	-2.4%	6.3%	7.3%	-43.6%	2.2%
Iowa											
1996	42	0	103	87	68	88	348	35	239	77	1,087
1997	41	1	150	92	84	66	367	53	286	59	1,199
% Change	-2.4%	—	45.6%	5.7%	23.5%	-25.0%	5.5%	51.4%	19.7%	-23.4%	10.3%
Missouri											
1996	41	4	310	191	122	216	582	164	695	177	2,502
1997	44	1	337	197	154	197	547	162	650	146	2,435
% Change	7.3%	-75.0%	8.7%	3.1%	26.2%	-8.8%	-6.0%	-1.2%	-6.5%	-17.5%	-2.7%
North Dakota											
1996	9	3	12	27	17	30	66	8	60	1	233
1997	6	1	24	21	22	19	72	8	78	4	255
% Change	-33.3%	-66.7%	100.0%	-22.2%	29.4%	-36.7%	9.1%	0.0%	30.0%	300.0%	9.4%
South Dakota											
1996	8	1	32	25	24	25	84	16	82	10	307
1997	9	0	35	25	23	18	78	12	80	6	286
% Change	12.5%	-100.0%	9.4%	0.0%	-4.2%	-28.0%	-7.1%	-25.0%	-2.4%	-40.0%	-6.8%
Nebraska											
1996	35	0	105	51	49	58	150	48	166	63	725
1997	27	0	89	46	47	56	135	40	181	27	648
% Change	-22.9%	—	-15.2%	-9.8%	-4.1%	-3.4%	-10.0%	-16.7%	9.0%	-57.1%	-10.6%
Kansas											
1996	30	13	165	101	76	98	276	57	346	88	1,250
1997	33	15	156	94	67	107	242	64	288	43	1,109
% Change	10.0%	15.4%	-5.5%	-6.9%	-11.8%	9.2%	-12.3%	12.3%	-16.8%	-51.1%	-11.3%
Total West North Central											
1996	201	22	967	747	465	758	1,997	488	2,290	455	8,390
1997	202	18	1,019	763	514	700	1,920	509	2,316	307	8,268
% Change	0.5%	-18.2%	5.4%	2.1%	10.5%	-7.7%	-3.9%	4.3%	1.1%	-32.5%	-1.5%

	Agriculture, forestry & fishing	Mining	Construction	Manufacturing	Transportation & public utilities	Wholesale trade	Retail trade	Finance, insurance & real estate	Services	Unclassifiable establishments	Total
South Atlantic Region											
Maryland											
1996	29	0	430	155	133	208	691	277	1,185	202	3,310
1997	37	1	399	200	153	209	707	271	1,432	259	3,668
% Change	27.6%	—	-7.2%	29.0%	15.0%	0.5%	2.3%	-2.2%	20.8%	28.2%	10.8%
Delaware											
1996	6	0	70	27	16	22	132	31	162	68	534
1997	10	1	69	30	22	26	136	56	175	77	602
% Change	66.7%	—	-1.4%	11.1%	37.5%	18.2%	3.0%	80.6%	8.0%	13.2%	12.7%
District of Columbia											
1996	0	0	14	21	23	25	98	55	303	56	595
1997	0	0	25	16	33	17	115	40	367	83	696
% Change	—	—	78.6%	-23.8%	43.5%	-32.0%	17.3%	-27.3%	21.1%	48.2%	17.0%
Virginia											
1996	52	9	458	178	173	272	779	205	1,229	236	3,591
1997	54	10	439	204	203	228	782	239	1,399	221	3,779
% Change	3.8%	11.1%	-4.1%	14.6%	17.3%	-16.2%	0.4%	16.6%	13.8%	-6.4%	5.2%
West Virginia											
1996	1	19	76	41	26	40	147	28	152	39	569
1997	4	15	51	42	36	36	158	29	149	35	555
% Change	300.0%	-21.1%	-32.9%	2.4%	38.5%	-10.0%	7.5%	3.6%	-2.0%	-10.3%	-2.5%
North Carolina											
1996	66	3	625	331	153	351	1,026	238	1,135	79	4,007
1997	75	7	765	381	220	374	1,073	302	1,255	126	4,578
% Change	13.6%	133.3%	22.4%	15.1%	43.8%	6.6%	4.6%	26.9%	10.6%	59.5%	14.3%
South Carolina											
1996	26	1	265	142	87	134	516	134	494	104	1,903
1997	23	0	258	164	97	134	530	152	570	86	2,014
% Change	-11.5%	-100.0%	-2.6%	15.5%	11.5%	0.0%	2.7%	13.4%	15.4%	-17.3%	5.8%
Georgia											
1996	56	6	717	417	265	563	1,231	348	1,598	133	5,334
1997	73	3	666	400	296	526	1,119	370	1,753	177	5,383
% Change	30.4%	-50.0%	-7.1%	-4.1%	11.7%	-6.6%	-9.1%	6.3%	9.7%	33.1%	0.9%
Florida											
1996	145	6	1,177	790	669	1,747	2,613	932	3,385	835	12,299
1997	167	7	1,341	834	757	1,794	2,738	1,054	3,727	613	13,032
% Change	15.2%	16.7%	13.9%	5.6%	13.2%	2.7%	4.8%	13.1%	10.1%	-26.6%	6.0%
Total South Atlantic											
1996	381	44	3,832	2,102	1,545	3,362	7,233	2,248	9,643	1,752	32,142
1997	443	44	4,013	2,271	1,817	3,344	7,358	2,513	10,827	1,677	34,307
% Change	16.3%	0.0%	4.7%	8.0%	17.6%	-0.5%	1.7%	11.8%	12.3%	-4.3%	6.7%

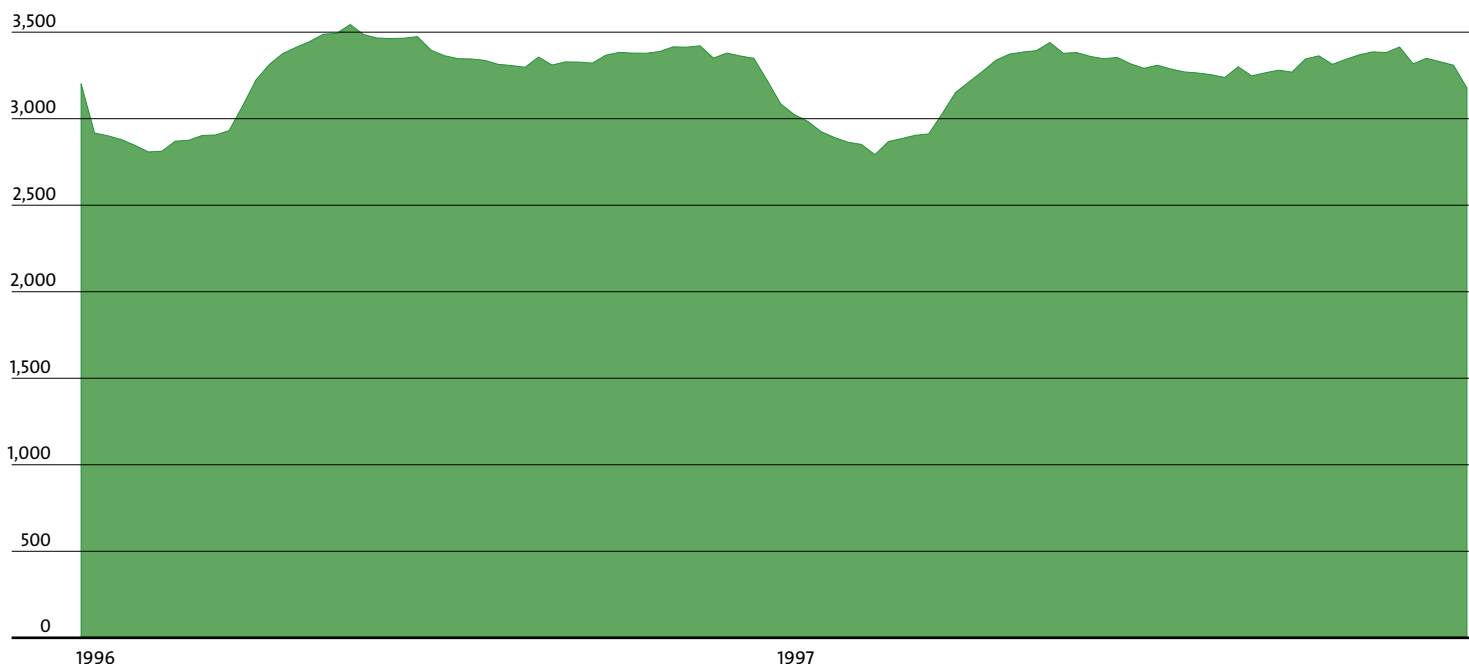
	Agriculture, forestry & fishing	Mining	Construction	Manufacturing	Transportation & public utilities	Wholesale trade	Retail trade	Finance, insurance & real estate	Services	Unclassifiable establishments	Total
East South Central Region											
Kentucky											
1996	30	25	242	138	83	152	452	117	417	69	1,725
1997	35	21	203	135	95	152	467	116	511	124	1,859
% Change	16.7%	-16.0%	-16.1%	-2.2%	14.5%	0.0%	3.3%	-0.9%	22.5%	79.7%	7.8%
Tennessee											
1996	32	3	369	223	172	260	739	183	904	170	3,055
1997	34	4	374	251	178	261	777	232	991	137	3,239
% Change	6.3%	33.3%	1.4%	12.6%	3.5%	0.4%	5.1%	26.8%	9.6%	-19.4%	6.0%
Alabama											
1996	41	7	285	168	94	165	576	100	658	44	2,138
1997	27	9	318	187	137	191	613	133	761	104	2,480
% Change	-34.1%	28.6%	11.6%	11.3%	45.7%	15.8%	6.4%	33.0%	15.7%	136.4%	16.0%
Mississippi											
1996	44	3	122	88	50	72	343	48	289	17	1,076
1997	21	6	148	107	82	109	326	56	284	32	1,171
% Change	-52.3%	100.0%	21.3%	21.6%	64.0%	51.4%	-5.0%	16.7%	-1.7%	88.2%	8.8%
Total East South Central											
1996	147	38	1,018	617	399	649	2,110	448	2,268	300	7,994
1997	117	40	1,043	680	492	713	2,183	537	2,547	397	8,749
% Change	-20.4%	5.3%	2.5%	10.2%	23.3%	9.9%	3.5%	19.9%	12.3%	32.3%	9.4%
West South Central Region											
Arkansas											
1996	29	6	181	97	110	94	370	58	263	50	1,258
1997	39	6	141	95	93	104	345	52	276	32	1,183
% Change	34.5%	0.0%	-22.1%	-2.1%	-15.5%	10.6%	-6.8%	-10.3%	4.9%	-36.0%	-6.0%
Oklahoma											
1996	31	47	160	124	113	123	373	79	375	118	1,543
1997	27	44	189	121	106	129	356	82	390	55	1,499
% Change	-12.9%	-6.4%	18.1%	-2.4%	-6.2%	4.9%	-4.6%	3.8%	4.0%	-53.4%	-2.9%
Louisiana											
1996	30	36	224	122	90	179	552	122	722	33	2,110
1997	30	51	193	132	125	183	507	131	647	29	2,028
% Change	0.0%	41.7%	-13.8%	8.2%	38.9%	2.2%	-8.2%	7.4%	-10.4%	-12.1%	-3.9%
Texas											
1996	145	236	1,330	812	654	1,225	2,586	850	3,786	705	12,329
1997	150	278	1,328	882	711	1,160	2,424	846	3,677	403	11,859
% Change	3.4%	17.8%	-0.2%	8.6%	8.7%	-5.3%	-6.3%	-0.5%	-2.9%	-42.8%	-3.8%
Total West South Central											
1996	235	325	1,895	1,155	967	1,621	3,881	1,109	5,146	906	17,240
1997	246	379	1,851	1,230	1,035	1,576	3,632	1,111	4,990	519	16,569
% Change	4.7%	16.6%	-2.3%	6.5%	7.0%	-2.8%	-6.4%	0.2%	-3.0%	-42.7%	-3.9%

	Agriculture, forestry & fishing	Mining	Construction	Manufacturing	Transportation & public utilities	Wholesale trade	Retail trade	Finance, insurance & real estate	Services	Unclassifiable establishments	Total
Mountain Region											
Montana											
1996	5	7	69	34	15	38	104	19	91	15	397
1997	6	3	55	39	30	30	128	20	97	11	419
% Change	20.0%	-57.1%	-20.3%	14.7%	100.0%	-21.1%	23.1%	5.3%	6.6%	-26.7%	5.5%
Idaho											
1996	24	5	162	64	33	50	176	34	167	74	789
1997	34	5	165	62	37	68	147	55	174	37	784
% Change	41.7%	0.0%	1.9%	-3.1%	12.1%	36.0%	-16.5%	61.8%	4.2%	-50.0%	-0.6%
Wyoming											
1996	8	8	31	17	12	18	84	11	68	24	281
1997	6	5	28	21	13	18	71	13	59	13	247
% Change	-25.0%	-37.5%	-9.7%	23.5%	8.3%	0.0%	-15.5%	18.2%	-13.2%	-45.8%	-12.1%
Colorado											
1996	44	37	433	234	150	249	788	262	958	269	3,424
1997	30	30	401	227	149	234	714	353	961	177	3,276
% Change	-31.8%	-18.9%	-7.4%	-3.0%	-0.7%	-6.0%	-9.4%	34.7%	0.3%	-34.2%	-4.3%
New Mexico											
1996	13	7	134	65	48	64	234	71	276	40	952
1997	27	13	140	65	34	62	223	97	243	57	961
% Change	107.7%	85.7%	4.5%	0.0%	-29.2%	-3.1%	-4.7%	36.6%	-12.0%	42.5%	0.9%
Arizona											
1996	36	5	390	242	130	308	718	254	935	344	3,362
1997	56	9	423	262	127	265	662	240	895	171	3,110
% Change	55.6%	80.0%	8.5%	8.3%	-2.3%	-14.0%	-7.8%	-5.5%	-4.3%	-50.3%	-7.5%
Utah											
1996	19	5	182	146	135	108	281	131	374	142	1,523
1997	19	12	196	128	81	124	306	231	348	82	1,527
% Change	0.0%	140.0%	7.7%	-12.3%	-40.0%	14.8%	8.9%	76.3%	-7.0%	-42.3%	0.3%
Nevada											
1996	32	12	152	105	59	132	329	129	463	121	1,534
1997	24	8	198	119	85	133	327	149	502	127	1,672
% Change	-25.0%	-33.3%	30.3%	13.3%	44.1%	0.8%	-0.6%	15.5%	8.4%	5.0%	9.0%
Total Mountain											
1996	181	86	1,553	907	582	967	2,714	911	3,332	1,029	12,262
1997	202	85	1,606	923	556	934	2,578	1,158	3,279	675	11,996
% Change	11.6%	-1.2%	3.4%	1.8%	-4.5%	-3.4%	-5.0%	27.1%	-1.6%	-34.4%	-2.2%

	Agriculture, forestry & fishing	Mining	Construction	Manufacturing	Transportation & public utilities	Wholesale trade	Retail trade	Finance, insurance & real estate	Services	Unclassifiable establishments	Total
Pacific Region											
Alaska											
1996	7	4	23	11	16	24	58	9	79	4	235
1997	4	1	47	22	25	23	61	8	70	6	267
% Change	-42.9%	-75.0%	104.3%	100.0%	56.3%	-4.2%	5.2%	-11.1%	-11.4%	50.0%	13.6%
Hawaii											
1996	15	0	57	32	37	68	144	39	196	30	618
1997	14	0	78	25	48	68	170	53	216	24	696
% Change	-6.7%	—	36.8%	-21.9%	29.7%	0.0%	18.1%	35.9%	10.2%	-20.0%	12.6%
Washington											
1996	67	3	620	252	135	329	674	151	826	108	3,165
1997	72	1	675	253	167	321	630	216	851	37	3,223
% Change	7.5%	-66.7%	8.9%	0.4%	23.7%	-2.4%	-6.5%	43.0%	3.0%	-65.7%	1.8%
Oregon											
1996	47	2	434	166	83	168	435	123	499	108	2,065
1997	31	0	374	162	67	177	357	128	467	74	1,837
% Change	-34.0%	-100.0%	-13.8%	-2.4%	-19.3%	5.4%	-17.9%	4.1%	-6.4%	-31.5%	-11.0%
California											
1996	261	18	1,310	2,134	963	2,721	5,016	1,636	7,917	2,011	23,987
1997	194	24	1,239	2,187	1,025	2,712	4,394	1,695	7,464	1,563	22,497
% Change	-25.7%	33.3%	-5.4%	2.5%	6.4%	-0.3%	-12.4%	3.6%	-5.7%	-22.3%	-6.2%
Total Pacific											
1996	397	27	2,444	2,595	1,234	3,310	6,327	1,958	9,517	2,261	30,070
1997	315	26	2,413	2,649	1,332	3,301	5,612	2,100	9,068	1,704	28,520
% Change	-20.7%	-3.7%	-1.3%	2.1%	7.9%	-0.3%	-11.3%	7.3%	-4.7%	-24.6%	-5.2%
Total United States											
1996	2,295	589	18,624	12,908	7,993	16,019	38,407	11,222	50,077	12,341	170,475
1997	2,275	655	18,513	13,144	8,741	15,780	36,377	12,198	50,253	8,804	166,740
% Change	-0.9%	11.2%	-0.6%	1.8%	9.4%	-1.5%	-5.3%	8.7%	0.4%	-28.7%	-2.2%

U.S. Business Starts – 13 Week Moving Average

Number of Firms



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